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(54) Title: METHODS AND APPARATUS FOR GENERATING GRAPHICAL AND MEDIA DISPLAYS AT A CLIENT

(57) Abstract: The invention generally relates to generating a display having graphical and/or media components at a client. In one aspect, a method for generating a graphical display at a client includes transmitting output from an application program executing on a server to the client, identifying a non-textual element within the application output, retrieving a compressed data format associated with the non-textual element, and transmitting to the client the compressed data format in place of the non-textual element. In another aspect, a method for generating a media presentation at a client includes transmitting output from an application program executing on a server to the client, identifying a media stream within the application output, intercepting an original compressed data set representing at least a portion of the media stream before processing by the application program, and transmitting the original compressed data set to the client.

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